



# Film Production Final Assignment

**Objective:** The goal of this assignment is to create a movie or a Public service announcement (PSA) as a group. Each member will fulfill a designated role, execute their role and contribute to the overall success of the production. The class will be split into three teams for the duration of this product.

## Students will:

- Be able to define the term public-service announcement
- Analyze the format and structure of public service announcements
- Identify target audiences, purpose and goals
- Develop ideas for a public-service announcement/movie
- Demonstrate creative thinking and writing skills
- Develop a storyboard/shot list
- Practice using video equipment
- Learn video shooting techniques
- Import, edit and export footage

If you choose to do the PSA, keep in mind that PSAs inform or caution the public about the consequences and implications of particular issues. PSAs make us take an action or make changes in our lives? Your own PSAs will be trying to get people to take action. It is fairly easy to let people know about an important issue.

## Requirements: Your Team's video production **must**:

- Be two to three minutes in length
- Have a narrative structure (Beginning, Middle and End)
- Use at least one **main** prop to aid in the storytelling
- Use at least two camera movement technique (worm's view or Bird's Eye/Moving Shot)
- Original audio created by group members. *Can be edited or re-mixed.*
- As a portion of the exam each member must complete a ½ page reflection at the end of the process.

## Pre/production Assessments: The following must be submitted over the course of the production:

- *Thursday May 31<sup>st</sup>* – A copy of a storyboard with a separate attached script must be handed in, outlining the entire project. Must include all names of team members working on the overall project.
- *Thursday June 7<sup>th</sup>* – A final version of the production must be made available and put onto the provided disc. Self and Peer evaluations will be completed. We will view them during class on the 7<sup>th</sup>.

## Roles and Responsibilities (Choose people for roles you know you they can be counted on completing.)

			My Role:
Director(s) (works with script writer, camera operator video editor and sound engineer)			
Assistant Director/Producer			
Script writer(s)			
Camera Operator			
Video Editor			
Sound Engineer			

## Production Deadline: **Friday June 7<sup>th</sup>, 2012**

**NOTE:** Use transitions sparingly. Use a variety of camera shots. Please do not add or submit bloopers as part of the project. These may be funny to you but will only delay and distract your overall production.